

# Reimagining Our

FUTURE



October 22, 2019  
Agenda Item #

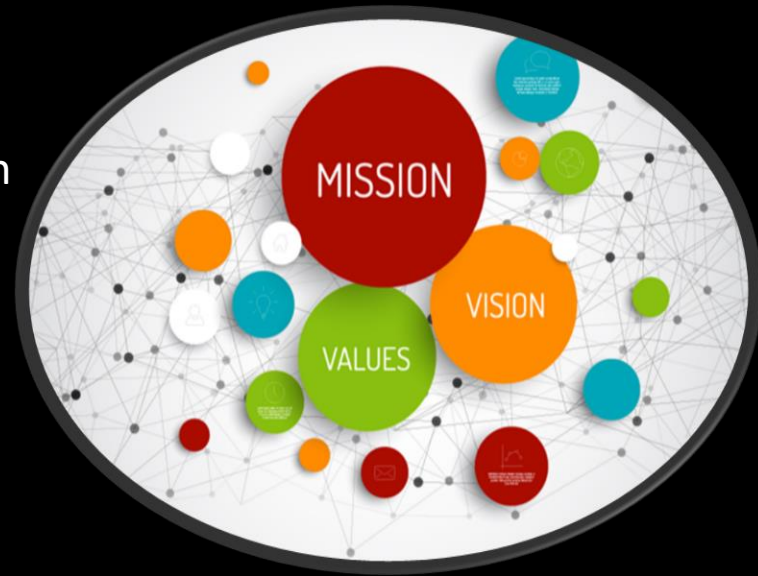
# Why Are We Here?

The Board shall adopt a long-range vision for district programs and activities that focuses on the achievement and well-being of all students and reflects the importance of preparing students for the future academically, professionally, and personally.

The district's vision may be incorporated into its mission or purpose statement, philosophy or motto, long-term goals, short-term objectives, and comprehensive plans such as the local control and accountability plan (LCAP).

The Superintendent or designee shall recommend an appropriate process, with clearly defined procedures, timelines, and responsibilities, for establishing, reviewing, and updating the district's vision statements.

***BP 0000***





The only visions that take hold are shared visions - and you will create them only when you listen closely to others, appreciate their hopes, and attend to their needs.

Kouzes and Posner

# What Will We Accomplish?

- Memorable **mission statement** that students, employees, and parents can recite
- Compelling **vision statement** that conveys the wider impact of our work (e.g. our why)
- **Learner profile** that articulates interpersonal competencies all students will have when they leave us
- **Consolidated process** that unifies our work with LCAP goals and priority actions
- **Roadmap** for MUSD rebranding



# MISSION

A mission statement is a short summary of what your District does. It acknowledges the work people are doing now and moving forward.

# What Makes a Mission Statement

**Sticky?**

- ✓ Short
- ✓ Simple
- ✓ Clear
- ✓ Used as leverage



To organize the world's  
information and make it  
universally accessible and useful.



A vision communicates the wider impact a District hopes to have in the future through its students.  
Its sounds like 'practical dreaming.'

# What Makes a Powerful?

- Aims high
- Is free from means, methods, and “how to’s”
- Projects hope and energy
- Sets forth a destination for the future

**If we can dream  
it, we can do it.**

*Walt Disney*

# How Do Mission and Vision Differ?

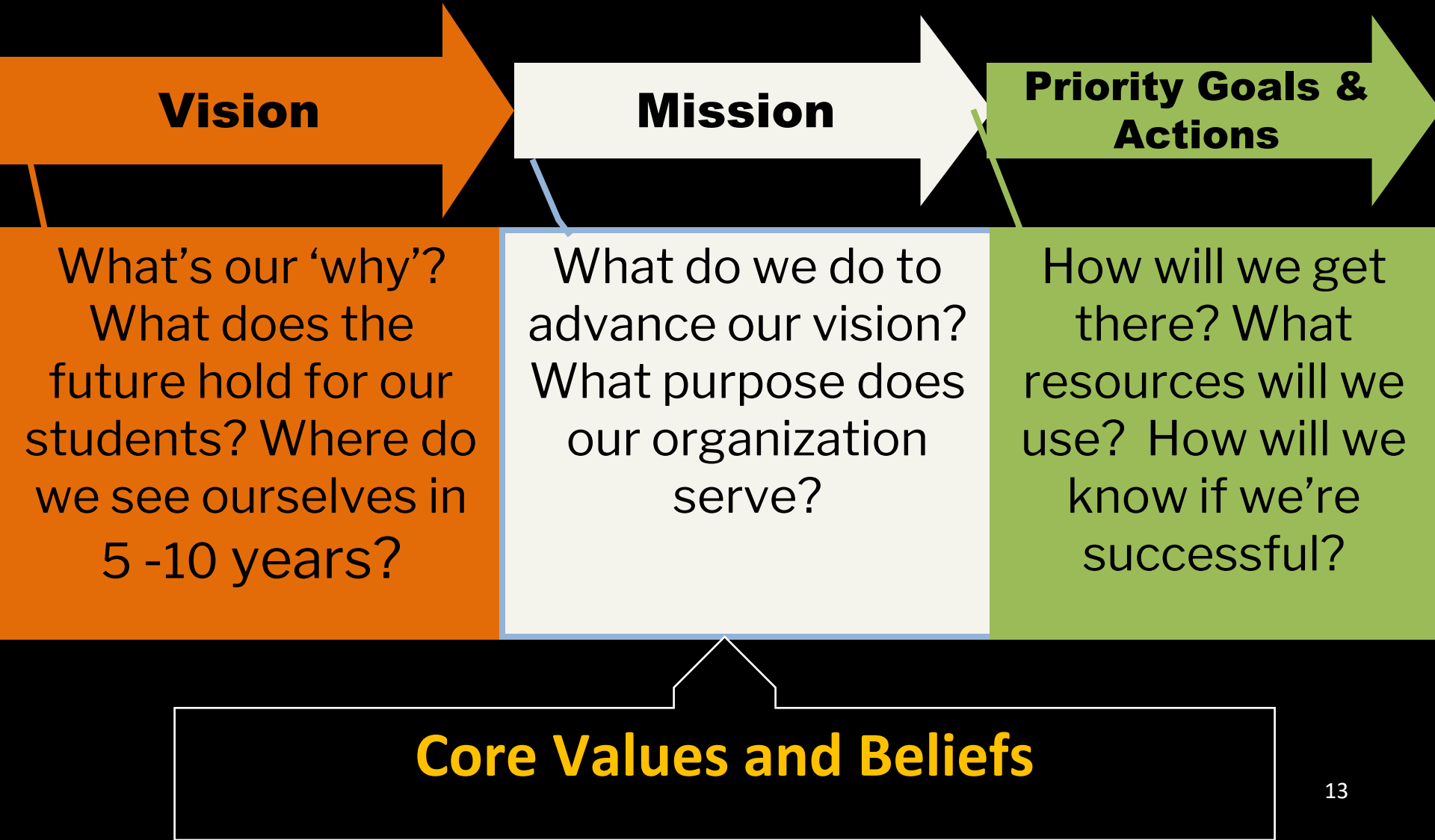
- **Mission** describes your key function.
  - What does the District do?
- **Vision** frames the future you hope to create or become.
  - Why are you doing it?

# An Example

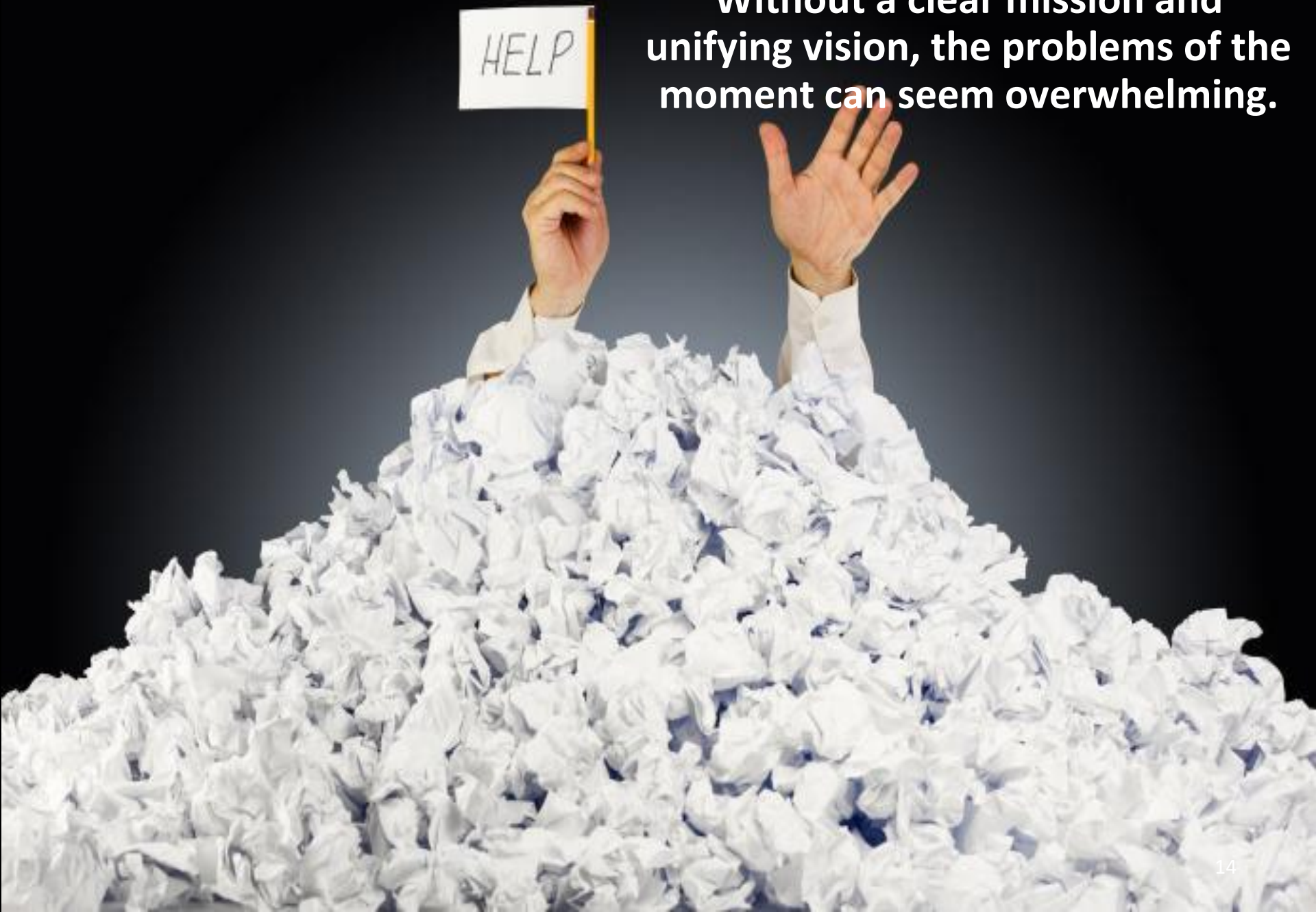
- **Vision:** To create a better everyday life for many people.
- **Mission:** To offer a wide range of home furnishing items of good design and function, excellent quality and durability at prices so low that the majority of people can afford to buy them.



# Framework for Action



**Without a clear mission and unifying vision, the problems of the moment can seem overwhelming.**



# Steps in the Process

## Focus Group Meeting #1: Setting the Stage

- Uncover your 'why'

## Focus Group Meeting #2: Reimagining the Road to Success

- Understand the difference between a mission and vision
- Begin drafting initial statements

## Focus Group Meeting #3: Putting the Pieces Together

- Align and refine statements
- Solidify favored options

## Focus Group Meeting #4 Portrait of a Future Ready Learner

- How does a Learner Profile bring students' experiences to life?
- Identify core dispositions that support your Mission and Vision

**Afterwards:** Align LCAP goals and District priorities to Mission/Vision

**Board Adoption:** Refreshed Mission, Vision, Learner Profile and LCAP Goals

